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## RODEO AREA GENERAL PLAN

COUNTY BOARD OF SUPERVISORS  
APPROVED PLAN - FEBRUARY 28, 1984

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Prepared By  
The Contra Costa County Planning Department  
With the Assistance of  
The Rodeo Area General Plan Citizens Advisory Committee

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СОВЕТСКАЯ

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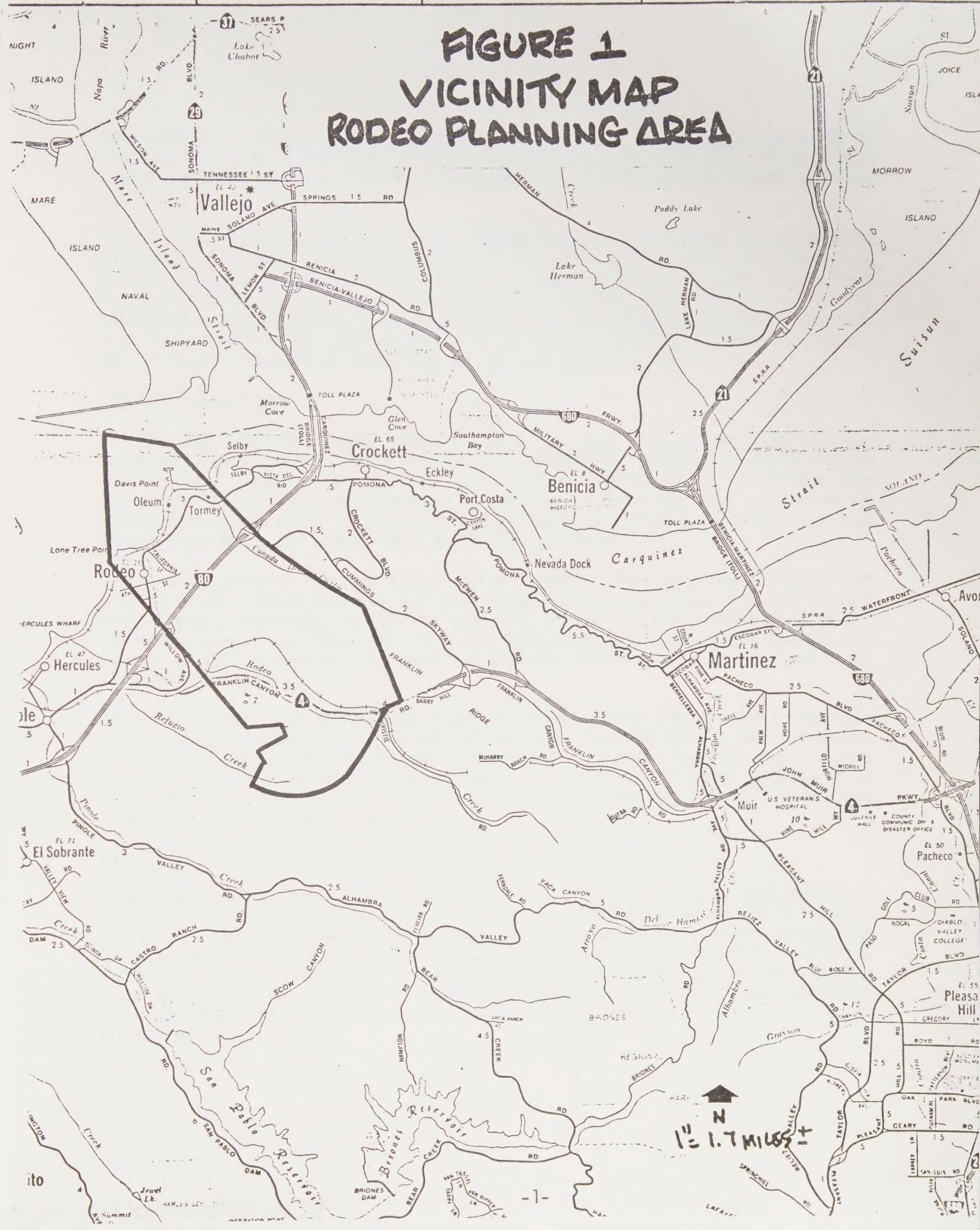


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# FIGURE 1 VICINITY MAP RODEO PLANNING AREA





## INTRODUCTION

The Rodeo Area General Plan was prepared by the County Planning Department with the advice of the Rodeo General Plan Citizens Advisory Committee. The plan covers an area of approximately seven square miles in the northwestern corner of the County, as shown in Figure 1.

The basic goal of this plan is to enable Rodeo to achieve its highest potential as an attractive community by providing a framework for orderly business and residential growth which would lead to enhancement of the appearance and character of the town. The plan is aimed at funneling the bulk of development into the downtown area through infilling of vacant land and adaptive reuse of existing buildings and properties. This effort must be accompanied by improved physical and psychological ties between the various parts of Rodeo: Bayo Vista, Viewpointe and the older portion of town.

## THE GENERAL PLAN

The General Plan for Contra Costa County represents the adopted, official land development policy of the County. The Rodeo Area General Plan is one component of the County plan. General Plan policy is enunciated through a number of General Plan elements, most of which are mandated by state law. These elements are framed by subject matter and cover subject areas such as Land Use, Housing, Circulation, Scenic Routes, Open Space and Conservation, Recreation, and Noise.

The previous General Plan for Rodeo was a portion of the countywide General Plan adopted in 1963. Since that plan was quite broad in scope the Rodeo area was treated with a general approach. In 1972 the plan was amended to allow construction of the Viewpointe subdivision. When the countywide Open Space and Conservation Element was adopted in 1973 it amended the Land Use Element, delineating the Major Open Space Areas for the County.

The effort resulting in this General Plan was undertaken to provide a more specific, detailed plan for Rodeo which would address the special planning needs of the community. Countywide General Plan elements are incorporated by reference into this Area General Plan while local policies and implementation measures are also provided in detail when appropriate. The General Plan consists of both text and maps, which must be considered together in the application of policies.

## HISTORY

Rodeo was originally part of El Rancho del Pinole, a 17,000 acre tract of land granted to Ignacio Martinez in 1829. The heirs of Martinez sold 7,000 acres of the rancho to John and Patrick Tormey in 1865. Both brothers were important citizens of the County and each served on the Board of Supervisors as the representative of District 1. Patrick Tormey named his portion of the land San Joaquin Ranch, it included present day Tormey, Selby and Oleum. A syndicate of western businessmen known as the Union Stockyard Company bought the site of present day Rodeo with the intention of establishing a meat processing center.



The town of Rodeo is considered to have been founded in 1890 when representatives of the Union Stockyard Company surveyed the streets of the town. However, the map and land descriptions were not filed until February 5, 1892. Most of the streets on the north side of Rodeo Creek were given early California names such as Suisun, Napa and Vallejo. Sharon, Harris, Garretson and Parker Streets are named for officers of the Union Stockyard Company.

The name Rodeo originated with the annual cattle roundup which took place every March on the rancho. All the cattle within a fifty mile radius were brought to Rodeo for the branding of the new calves. This name was appropriate for the location of the Union Stockyard Company's grand venture.

The company constructed stockyards, a slaughterhouse, and beef and pork packing plants. One writer called Rodeo "the Porkopolis of the West". A railroad spur was built along the creek to the facility, along the present Railroad Avenue. The meat processing center and the new town were much ballyhooed throughout the Bay Area. Yet within twelve months the packing plant closed due to lack of funds and by 1900 the Union Stockyard Company had declared bankruptcy.

While industry in Rodeo foundered, the town provided homes for employees in nearby manufacturing plants.

On April 18, 1906 the great earthquake leveled Rodeo. Citizens responded by immediately rebuilding the town. Disaster struck again in 1915 when a fire wiped out the entire business district. Rodeo was rebuilt again and during World War II housed many of the North Bay shipyard workers. The next major increment of growth occurred with the approval of the Viewpoint development in the early 1970's. It is from this historic pattern that the General Plan process will begin.

### EXISTING LAND USE

Today Rodeo serves generally as a residential community for persons employed elsewhere in the Bay Area and as a sport fishing center.

The planning area is located on the northwest shore of Contra Costa County. The town of Rodeo is situated generally on a gentle, shallow valley formed by Rodeo Creek. The hills become steeper and the valley narrower to the east, in Franklin Canyon; the area is characterized by grassland ridges and steep wooded ravines used for grazing cattle.

The planning area falls conceptually into a number of different land use segments. The oldest portion of Rodeo is along the waterfront, stretching inland along Rodeo Creek to Interstate 80. It contains residential neighborhoods of varying densities, including single family homes, duplexes, apartments and a few mobile homes, surrounding a mile-long commercial strip on Parker Avenue. Located at the southern end of the waterfront, the Rodeo Marina and Joseph's Resort, are isolated from the town by the Southern Pacific Railroad.



To the northeast is the Bayo Vista area. During World War II wartime housing was constructed on this site. This housing has since been torn down, and multiple family and duplex housing units constructed on a portion of the property by the Contra Costa County Housing Authority.

Further to the northeast lies the Union Oil Company's San Francisco refinery, which from 1895 has occupied this site, stretches from the shoreline to the far side of Interstate 80. Gasoline, lubricants and other petroleum based products are manufactured in the refinery. Storage tanks and an on-site waste disposal operation are located on the eastern side of the freeway. Union Oil has access to these facilities via road and pipeway tunnels which pass beneath I-80. The major portion of this eastern property is vacant at this time.

On the east side of the freeway is the Viewpointe development, constructed in the mid-1970's, which is composed of single family homes. Further up Franklin Canyon from Viewpointe is the Collier Carbon and Chemical facility, Franklin Canyon Golf Course and various small, light industrial-type land uses. Beside the Viewpointe subdivision and the Union Oil facilities, the bulk of the land on the east side of the freeway is generally used for grazing.



## GOALS AND OBJECTIVES

The following goals and objectives are intended to provide guidance in the interpretation and implementation of this plan. They define the ideal community of Rodeo with the hope that each individual public and private action will bring Rodeo closer to this model.

### RESIDENTIAL LAND USE

- GOAL** To improve or preserve existing residential areas and provide for new residential development which will complement existing patterns of development.
- OBJECTIVES** Provide for a mixture of housing types in order to accommodate a variety of family sizes, income levels and age groups.  
Direct the major portion of new residential development towards infilling and redevelopment in Rodeo proper.  
Encourage innovation in site planning and design of housing developments to improve livability and provide cost savings.

### COMMERCIAL LAND USE

- GOAL** To promote the revitalization of the commercial district of Rodeo through the establishment of a mixture of land uses for shopping, employment and shelter.
- OBJECTIVES** Concentrate commercial development in the downtown area.  
Encourage the location of business and professional office development in the commercial district.  
Plan for multiple family residential uses in and around the commercial core.  
Develop design review criteria for new and redeveloping downtown properties to establish an overall design theme.  
Develop and implement a strategy for public off-street parking in the commercial area.  
Encourage reuse of existing buildings.  
Establish the waterfront area as a focal point for the community by the development of a mixture of multiple family, retail and recreational land uses.



## INDUSTRIAL LAND USE

GOAL	To provide a solid employment base while considering the potential for negative impacts.
OBJECTIVES	Plan for a balance in residential and employment-generating land uses. Provide buffers between industry and residential areas. Encourage the location of labor-intensive, low impact industry. Maintain existing heavy industrial land uses.

## CIRCULATION

GOAL	Provide for efficient and convenient travel in the planning area.
OBJECTIVES	Emphasize circulation connections for pedestrians, bicycles and automobiles between the various sections of Rodeo. Mitigate the effects of industrial traffic on downtown streets. Discourage through traffic in residential areas. Establish a safe and convenient non-motorized circulation system as a convenient alternative to using motor vehicles for local trips and to connect with the regional trails system. Establish and enforce guidelines for development along scenic routes to maintain the visual quality of those routes.

## RECREATION

GOAL	To increase both passive and active recreation opportunities in Rodeo with special attention to facilities which focus on the community's natural geographic features.
OBJECTIVES	Focus waterfront development around a shoreline park and promenade. Develop a portion of the Rodeo Creek channel as a linear park. Obtain and develop neighborhood recreation facilities in conjunction with schools. Maximize public access to the bay. Provide for active recreation areas on level land.



## RESOURCE CONSERVATION

- GOAL            Prevent the intemperate and inefficient use of natural resources.
- OBJECTIVES     Insure that land development complements the natural features of the planning area.  
                  Protect agriculture for a balance in land use to meet the long range needs of the County and for resource conservation.  
                  Provide for a creek setback zone in Franklin Canyon to preserve the natural drainageway.  
                  Require development to conform generally with natural contours to avoid excessive grading.

## ENERGY CONSERVATION

- GOAL            To instigate the installation of energy conserving features throughout the community.
- OBJECTIVES     Encourage the installation of climate adapted landscaping.  
                  Provide for solar oriented site design in new development.  
                  Encourage the installation of active and passive solar space and water heaters.

## AESTHETICS

- GOAL            To protect or enhance the visual appearance of Rodeo and its environs.
- OBJECTIVES     Encourage a program for undergrounding utility lines.  
                  Upgrade physical conditions in deteriorating residential areas.  
                  Encourage particularly the renovation of Rodeo's notable architectural specimens.  
                  Limit the construction of new billboards and the replacement of existing billboards.  
                  Preserve vistas, natural amenities and landforms.



## LAND USE ELEMENT

The purpose of the Land Use Element is to set forth policies through a map and text for the development of property in the planning area. At the same time the element reflects existing land uses which should be maintained. The basic policies expressed in the Land Use Element are modified by the policies of the other elements to provide a breadth of content.

The Land Use Element Maps in Figures 2A and 2B show various categories of land use in relation to the geography of the planning area. The text below sets forth definitions for the map designations and also expresses specific policies for development within the parameters of the map categories.

The Land Use Element Map reflects the aim to balance residential and employment generating land uses in the planning area through the designation of additional lands for development and densification of land uses.

Section 65860 of the Government Code requires that, "zoning ordinances shall be consistent with the general plan." The table in Figure 3 is included in the land use element for the purpose of delineating which zoning districts conform to each General Plan category.

Due to limitations of fire fighting equipment, development served by the Rodeo Fire Protection District is limited to two stories in height until new equipment capable of servicing higher buildings is provided to the District. Such equipment could be provided either as conditions of approval or by acquisition of the District.

### RESIDENTIAL LAND USE CATEGORIES

The residential categories defined below set forth the type and densities of development planned for Rodeo. The configuration of these various residential designations on the map is determined by a number of factors. Most of the residential areas in Rodeo are already developed and the map reflects these existing land uses. Additionally the plan establishes buffers between residential areas and industrial land uses. These buffers take the form of designated open space or employment categories involving less intense or more compatible land uses (e.g., Controlled Manufacturing).

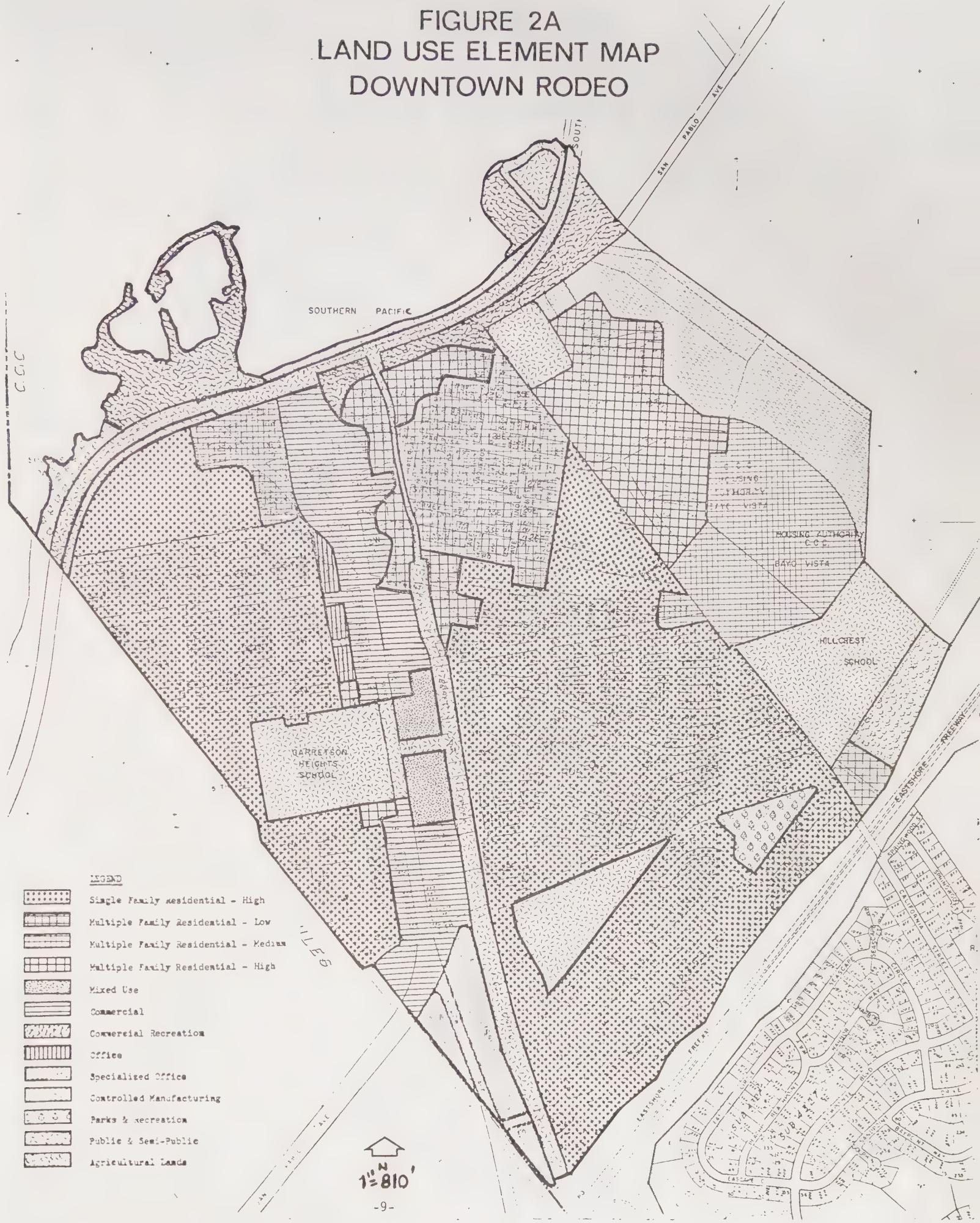
#### **SINGLE FAMILY RESIDENTIAL-HIGH DENSITY**

This is the only single-family residential category used in the planning area; it is applied to existing single family residential areas. While the density of development permitted in this category is 5 to 7 dwelling units per net acre, some of the existing homes may have been built at greater densities in the past. Duplexes are permitted in this category.

The area designated as Single Family Residential High Density north of Second Street and east of Garretson under Southern Pacific ownership shall be developed as a Planned Unit Development. The integration of paper streets on lands owned by the County with this land ownership should be allowed for better land use arrangements on the site. At the time of development review this site will be considered in concert with lands under the same ownership north of the railroad tracks so that area-wide concerns on trails and parklands will be handled concurrently. The entire area should be applied for as a unit.



**FIGURE 2A**  
**LAND USE ELEMENT MAP**  
**DOWNTOWN RODEO**





# FIGURE 2B

## LAND USE ELEMENT MAP RODEO PLANNING AREA

See Figure 2A

Note: Please see Figure 2A for the blank areas in the downtown area.

**LEGEND**

- [House icon] Single Family Residential - High Density
  - [Apartment icon] Multiple Family Residential - Low Density
  - [Apartment icon] Multiple Family Residential - Medium Density
  - [Apartment icon] Multiple Family Residential - High Density
  - [Commercial icon] Commercial
  - [Commercial icon] Commercial Recreation
  - [Controlled Manufacturing icon] Controlled Manufacturing
  - [Light Industry icon] Light Industry
  - [Heavy Industry icon] Heavy Industry
  - [Agriculture icon] Agricultural Lands
  - [Agriculture icon] Agricultural Preserve
  - [Park icon] Park & Recreation
  - [Public icon] Public & Semi-Public



FIGURE 3

RODEO AREA GENERAL PLAN  
ZONING GENERAL PLAN CONFORMANCE GUIDE

<u>General Plan Category</u>	<u>Conforming Zoning Districts</u>
Single Family Residential-High Density	R-6, R-7, D-1, P-1
Multiple Family Residential-Low Density	M-9, M-12, P-1
Multiple Family Residential-Medium Density	M-17, P-1
Multiple Family Residential-High Density	M-29, P-1
Commercial	C, C-B, R-B, N-B, O-1, A-0, M-9, M-12, M-17, P-1
Specialized Office	O-1, P-1
Office	O-1, A-0, P-1
Mixed Use	C-B, N-B, M-29, P-1
Commercial Recreation	F-R, F-1, C-B, N-B, P-1
Controlled Manufacturing	C-M, P-1
Light Industry	L-I, C-M, P-1
Heavy Industry	W-3, H-I
Agricultural Lands	A-4, A-20, A-40, A-80
Agricultural Preserves	A-4, A-20, A-40, A-80
Public and Semi-Public	All Zoning Districts
Water	A-20, A-40, A-80



## **MULTIPLE FAMILY RESIDENTIAL-LOW DENSITY**

This category provides for 7 to 12 multiple family dwelling units per net acre. The designation is applied to an area of existing single family residences bounded roughly by Rodeo Creek, 3rd Street and Napa Avenue in the northeast section of downtown Rodeo. It is envisioned that this category will allow for improvement and investment in this area without substantially altering its residential character. A small area of Multiple Family Residential-Low Density is also indicated at the end of Hawthorne Drive, next to Hillcrest School.

## **MULTIPLE FAMILY RESIDENTIAL-MEDIUM DENSITY**

This category provides for more intense residential development, at densities ranging from 13 to 21 dwelling units per acre. This designation is shown on the vacant land southeast of Bayo Vista. Vacant property near the waterfront in the southwestern area of Rodeo has also been given this designation to allow for the construction of bay view townhouses or flats.

## **MULTIPLE FAMILY RESIDENTIAL-HIGH DENSITY**

This designation allows for 22 to 29 dwelling units per net acre and is applied primarily to existing apartments, including Bayo Vista. In the vicinity of Rodeo Creek and Investment Street the designation is applied to property presently occupied by mobile homes; it is anticipated that this area will redevelop.

## **MIXED USE**

Development in the Mixed Use district will incorporate a combination of residential and retail or office uses. The Mixed Use district represents the revival of a once common concept: the placement of residential units over street level businesses or behind them along the Flood Control Channel. Such an arrangement benefits both types of use. Moderately priced residences are located conveniently close to business and the presence of people on the site during non-business hours provides an extra degree of security. The level of detail necessary to implement the Mixed Use concept is more appropriate to a zoning ordinance than the General Plan. Until an implementing zoning ordinance is adopted by the County, proposed development in the Mixed Use district should take place under the P-1, C-B, or N-B district with careful review to insure adherence to the Mixed Use concept and the compatibility of the land uses involved. Due to the limited frontage of existing parcels, for properties to be allowed commercial or office use within this category will need to be consolidated to create at least 100 feet of contiguous frontage along Parker Avenue. Without such consolidation, parcels will be restricted to multiple family residential uses in the high density residential ranges.



## EMPLOYMENT LAND USE CATEGORIES

The primary goal of the General Plan for the commercial area is to promote the revitalization of business activity in Rodeo. In fashioning the Land Use Element recognition is given to the fact that the Rodeo commercial district is actually three different types of business areas which require separate policies to serve separate functions.

### Old Rodeo

The older commercial area (called Old Rodeo in this plan) is bounded roughly by Rodeo Avenue, San Pablo Avenue, Parker Avenue and 4th Street. This area is characterized by a variety of commercial and service commercial land uses interspersed with a number of vacant properties and buildings. A few offices and residences are also located in this area. This plan encourages reuse of existing buildings and infilling of vacant parcels in Old Rodeo.

The revitalization of this area requires not just an influx of new businesses but a resident and employee population which will patronize those businesses and bring a feeling of liveliness to the area. It is crucial to building this vitality and activity that Old Rodeo achieve a pedestrian-oriented aspect. Many of the features necessary to creating a pleasant atmosphere for pedestrians cannot be controlled through the General Plan - features such as street trees, plantings and sitting places. Others, such as setbacks and parking, are regulated through zoning. The General Plan can only encourage developers and decisionmakers to consider the need for pleasant pedestrian environs in designing or approving projects.

Rodeo possesses a number of interesting architectural specimens which add character and a sense of identity to the town. Preservation, enhancement and reuse of such buildings as the Rio Theatre, the Windmill, the Kronick Hotel and Leo's Quality Meat Market are encouraged. A survey of Old Rodeo should be undertaken to identify other unique or historic structures so that they can be targeted for special attention. Such buildings are an asset to the community and are too easily lost to demolition.

Specifically, the policies set forth below are intended to guide the revitalization of Old Rodeo.

- A mixture of land uses, residential and commercial, must be established.
- A community parking plan must be devised and implemented to provide a sensible framework for development in Old Rodeo.
- When onsite parking is provided it should be established at the rear of commercial properties so that a unified commercial frontage is presented to the sidewalk.
- Zero building setbacks (as provided for in the C-B zone or by variance procedures) are necessary for continuity with existing buildings.



- Landscaped courtyards, atriums and streetside plantings should be included in development plans to provide visual and physical relief from the hard surfaces of the urban landscape.
- Sitting places for resting, socializing or people watching should be incorporated into project designs.
- Developers are encouraged to preserve and reuse Rodeo's architectural specimens.
- Provide for integration of development in Old Rodeo with the waterfront area.

### Rodeo Shopping Center Area

Another portion of the Rodeo commercial area is focused on the new Rodeo Shopping Center.

The center houses a grocery store, drug store, eating places and various small businesses. The plan utilizes a variety of land use designations in the vicinity of the shopping center to provide a number of inter-related land uses in proximity to each other.

The remainder of the land in the vicinity of the center is designated General Commercial to allow for the continuance of existing businesses. The existing auto dismantler operation at Parker and San Pablo is anticipated to redevelop.

### The Waterfront

The Waterfront area runs generally from Lone Tree Point to the Rodeo Sanitary District property. Most of this land is designated Commercial Recreation on the Land Use Element Map with a strip of Public and Semi-Public indicating the Southern Pacific right-of-way. The Rodeo Sanitary District plant is also shown as Public and Semi-Public with a ring of Parks and Recreation around it reflecting the bay access mandated in the Bay Conservation and Development Commission permit for the facility. A park facility is indicated in the vicinity of Lone Tree Point.

The Waterfront is one of Rodeo's biggest assets. However, at the present time access to the waterfront is limited both visually (by the service commercial type buildings located along San Pablo Avenue) and physically (by the Southern Pacific Railroad line). By designating this area Commercial Recreation in the plan it is anticipated that properties will eventually convert to uses which capitalize upon the proximity of the bay.

The Recreation Element (page 24) provides for a waterfront promenade between the marina and the sanitary district facility. This linear recreation facility in combination with commercial recreation businesses could provide an exciting focal point for the town.

Large scale development in the Commercial Recreation area must be predicated upon a thorough study of the waterfront. Comprehensive development policies incorporated into a specific plan or waterfront development plan and implementation program must be in place before such development can proceed.



## **COMMERCIAL**

This designation provides for the full range of commercial uses involving the sale, barter or exchange of goods and services.

## **SPECIALIZED OFFICE**

The property south of 7th Street along both sides of Willow Avenue up to Interstate 80 is designated as Specialized Office. The Specialized Office category is intended to allow office uses on the site. The parcel east of Willow Avenue would allow a small portion of the site to be used in a commercial fashion as an appurtenant use to the main office use function of the site. An example of this concept is a bank operation center where a branch bank is also located on the site.

The parcel west of Willow Avenue, abutting Hercules, has restricted access due to the surrounding street pattern; land uses which generate large amounts of traffic are not compatible with this location.

The linear park proposed along the Rodeo Creek Channel, as discussed in the Recreation Element (page 23) will need to be integrated into the design of this property. Development on parcels along the proposed park portion of the creek should be oriented towards the creek as well as surrounding roads and parking lots. The linear park can serve as a bicycle and pedestrian corridor to the Rodeo Shopping Center as well as a space of recreation. This area will need to be heavily landscaped to minimize impact on adjacent residential areas. Development of this area is to be with low level buildings and the site between Hawthorne and 7th Street must be developed as an integrated unit. The northern boundary of this site is intended to reflect the planned realignment of 7th Street to form an intersection with San Pablo Avenue.

The inclusion of commercial usage within the larger property east of Willow Avenue require that the Planned Unit District be utilized; however, the smaller properties can be rezoned to O-1 if limited to strictly office use.

## **OFFICE**

This category is used to show areas intended exclusively for administrative and professional office use. The designation provides for a transition between residential and commercial land uses. Large office developments are encouraged to utilize the planned unit development concept through the P-1 zoning district. An isolated parcel along Willow Avenue abutting Hercules, between San Pablo Avenue and I-80 is in this category but due to the surrounding street pattern; land uses which generate large amounts of traffic are not compatible with this location.

## **COMMERCIAL RECREATION**

This designation is employed in the waterfront area to indicate recreational land uses which are essentially commercial in nature. Existing examples of commercial recreational uses are Joseph's Resort and the Rodeo Marina. Other retail businesses and services directly or indirectly related to recreational uses of the shore are compatible with this designation including restaurants, chandleries, hotels or motels, and bait and tackle shops.



## **CONTROLLED MANUFACTURING**

This designation is applied to larger developable acreages on the periphery of the residential areas in the plan. While the existing ordinance code allows for a range of manufacturing uses, development of these properties should take place in the context of industrial parks which could combine "clean" industrial uses with some office uses. Examples of typical land uses in this category include manufacture of pharmaceuticals, electronics equipment and communications equipment, and research and development activities. This designation is used to buffer the residential areas while providing an employment base for the community.

## **LIGHT INDUSTRY**

This category provides for light manufacturing, assembly, wholesaling and warehousing activities. Contractor's yards are also allowed. While the usual light industrial zoning restrictions against uses with adverse air and noise impacts apply, particular attention should be given to the visual impacts of light industrial projects. The designation is employed in the Franklin Canyon area along the north side of Highway 4, across from the golf course. This is a particularly striking section of a designated scenic route and its visual beauty must be preserved through careful scrutiny of proposed light industrial projects. In particular project proponents should address building height, color and appearance, and landscaping.

## **HEAVY INDUSTRY**

This land use designation is applied to the Union Oil refinery property and the Collier Chemical plant, the existing heavy manufacturing uses in the planning area. The boundaries of the map designations allow for expansion of these uses while providing a buffer between industry and homes. The finger of the Heavy Industry designation connecting the two properties is intended only to accommodate a future pipeway and maintenance road. This boundary is schematic; the actual location may vary slightly from what is shown.

Adequate circulation between the Union Oil property on either side of I-80 is assured by the truck and pipe tunnels placed under the freeway at the time it was constructed. To protect the character of the Viewpointe area, circulation connections between the industrial property now owned by Union Oil and the Viewpointe development are limited to emergency use.

## **OPEN SPACE**

There are three categories of open space shown on the map. These various categories are intended to provide information on the current status of the land and are not considered separate categories for the purpose of determining General Plan compliance.

## **AGRICULTURAL LANDS**

These areas in the planning area are primarily agricultural in useage. Additionally there are East Bay Municipal Utility District watershed lands in this designation. A buffer of General Open Space around the eastern Union Oil property is created in this plan to separate the Viewpointe residential area from future industrial development on the Union property. These open space lands should remain essentially undeveloped, there is no development density associated with this designation.



## **AGRICULTURAL PRESERVE**

Agricultural Preserve lands are under Williamson Act contracts with the County to remain in commercial agriculture for the ten year contract period, renewed annually. In exchange for this commitment landowners receive lowered land assessment for computation of property taxes. Agricultural Preserve lands are shown as a distinct land use designation in order to support the owner's commitment to agricultural uses.

## **PARKS AND RECREATION**

This category is traditionally used for both public and private recreation areas. In the Rodeo Planning Area there are presently no public park or recreation areas separate from school sites (which are designated as Public and Semi-Public) aside from the public access designated on the shore. Private property shown in this designation such as the Franklin Canyon Golf Course should remain in essentially open space recreation uses. More intensively developed, privately owned recreation property is designated as Commercial Recreation.

The reader is referred to the Recreation Element (page 23) for further discussion of recreation facilities.

## **OTHER CATEGORIES**

### **PUBLIC AND SEMI-PUBLIC**

Various publicly owned lands such as schools, major roadways, water and sewer facilities and flood control channels are designated as Public and Semi-Public in the plan. Lands in quasi-public use (including the railroad right-of-way and private schools) are included in this category. Use of property shown in this designation for other than public or semi-public purposes would require a General Plan amendment.

### **WATER**

This designation is applied to the waters of San Pablo Bay. This area serves multiple uses including transportation, recreation, commercial fishing and as a scenic amenity.



## CIRCULATION ELEMENT

The purpose of the Circulation Element is to designate a system of streets and roads in the Planning Area to provide for safe and efficient internal circulation and transportation links between the community and other parts of the region. The Trails Plan is discussed in the Recreation Element on page 24.

While the present circulation system in Rodeo is generally adequate, certain changes are needed to improve existing conditions and accommodate growth allowed by this plan. A few specific circulation improvements are discussed here to emphasize the need for these projects in the planning area. In some cases, the timing of the improvement is tied to development by the private sector.

At present California Street consists of two road segments separated in the vicinity of 4th Street by a steep slope. Connection of the two ends of California Street should take place at the time the property southeast of Bayo Vista is developed in multiple family residences; construction of this linkage shall be a condition of project approval.

Construction of the Rodeo Shopping Center at 7th Street and Parker Avenue has provided construction funds for the 7th Street bridge. Development of the opposite side of 7th Street is needed to complete the realignment of 7th Street and establish this important circulation connection.

Although Cummings Skyway is located in the adjacent Crockett Planning Area, the need to extend that route to San Pablo Avenue (Old Highway 40) is discussed here. At present heavy trucks serving industry regularly travel through downtown Rodeo on Parker Avenue.

Connection of San Pablo Avenue with Highway 80 at Cummings Skyway would provide a convenient alternative to Parker Avenue. Removal of industrial truck traffic from downtown would improve public safety as well as benefit the aesthetic appearance of the commercial area.

## CIRCULATION MAP

The circulation plan map is presented in Figure 4. The road designations used on the map are defined below.

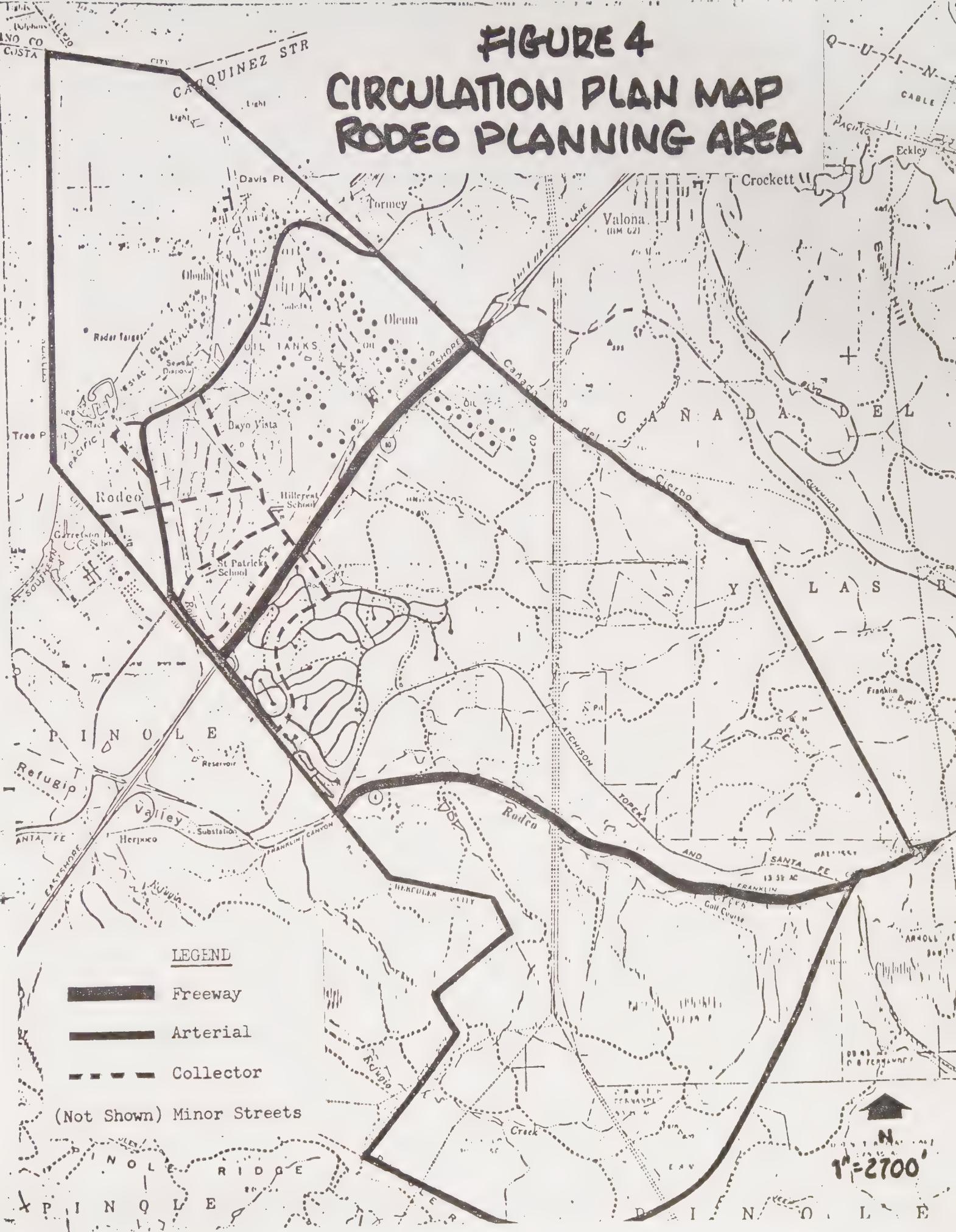
Freeway: The function of a freeway is to expedite travel between distant areas. A freeway is a divided arterial highway with full control of access and grade separation at intersections. I-80 is an example of a freeway.

Arterial: An arterial serves as a vehicular transportation facility which brings traffic to and from freeways and major traffic generators, and accommodates major movements of traffic not served by freeways. Being primarily designated for through traffic, it is characterized as performing a secondary land service function wherein access from abutting properties may be prohibited, or where allowed, may have parking, turning and loading functions restricted. Arterials generally have intersections constructed at grade and may have four or more lanes of moving traffic to accommodate anticipated traffic volumes.



# FIGURE 4

## CIRCULATION PLAN MAP RODEO PLANNING AREA





Parker Avenue and Willow Avenue are streets which serve a major arterial function.

Collector: A collector is a vehicular transportation facility which combines the functions of direct land access and the accommodation of through traffic between arterials and/or centers of activity. Direct access to abutting lands is rarely prohibited, though some restrictions may occur at major intersections. Collectors usually two lanes of moving traffic.

California Street is an example of a collector.

Minor Street: Public roads not designated on the Circulation Map are minor streets, defined as transportation facilities which serve internal traffic movements within a district or neighborhood and connect that area with the road network. A minor street is not designed for use by through traffic and provides access to immediately adjacent lands.

Minor streets rarely require more than two lanes of moving traffic. Most streets in the planning area are minor streets.



## HOUSING ELEMENT

Until 1969, County housing policies were incorporated into the Land Use Element of the General Plan. A separate Housing Element then became a state requirement. A Preliminary Housing Element was added to the County General Plan in 1970. It was superseded by a countywide Housing Element approved by the Board of Supervisors in December of 1980. The purpose of the Housing Element is to make adequate provision for the housing needs of all economic segments of the community. The Housing Program embodied in the Housing Element addresses the housing needs of the population served by both the private, conventional housing market and the non-market, or low and moderate income segment of the population; the focus of the Housing Element is on the latter. That document, or its subsequent revisions, should be referred to for a complete discussion of housing policies.

While the amount of land designated for multiple family residential development in this plan has expanded slightly, the potential for construction of additional dwelling units shows a more dramatic increase. Higher densities and encouragement for mixed uses in the downtown area could result in a significant number of affordably priced housing units in Rodeo.

This plan is not intended to limit or restrict regional housing opportunities and in fact provides for additional housing construction.



## RECREATION ELEMENT

This element of the General Plan functions to provide a planning framework for recreational lands and facilities in the Rodeo area. While several levels of government as well as the private sector provide recreation services and facilities in the region, the County, through the General Plan, has the responsibility to provide guidance on the proper location of recreation facilities and their relationship to other types of land use. This plan seeks to expand public recreation opportunities and provide for a variety of privately-owned recreation sites.

The specific sites discussed below are identified on the Recreation Plan map, Figure 5.

### EXISTING RECREATION FACILITIES

At present, outdoor recreation opportunities in the planning area are limited. While private recreation facilities such as the Rodeo Marina, Joseph's Resort, the Rodeo Swimming Club and the Franklin Canyon Golf Course offer specialized recreation opportunities there are few public facilities for generalized active or passive recreation.

The Garretson School site is the location of 2 playing fields and the John Swett School District Recreation Department's Rodeo Recreation Center. The center has restroom facilities, a multipurpose room, a snack bar/kitchen and office space.

The Carquinez Community Center operated by the Carquinez Coalition provides recreation activities for youth and the elderly, as well as counseling and referral services.

Hillcrest Elementary School has a tot lot, two playing fields and a multi-purpose room.

### PROPOSED RECREATION FACILITIES

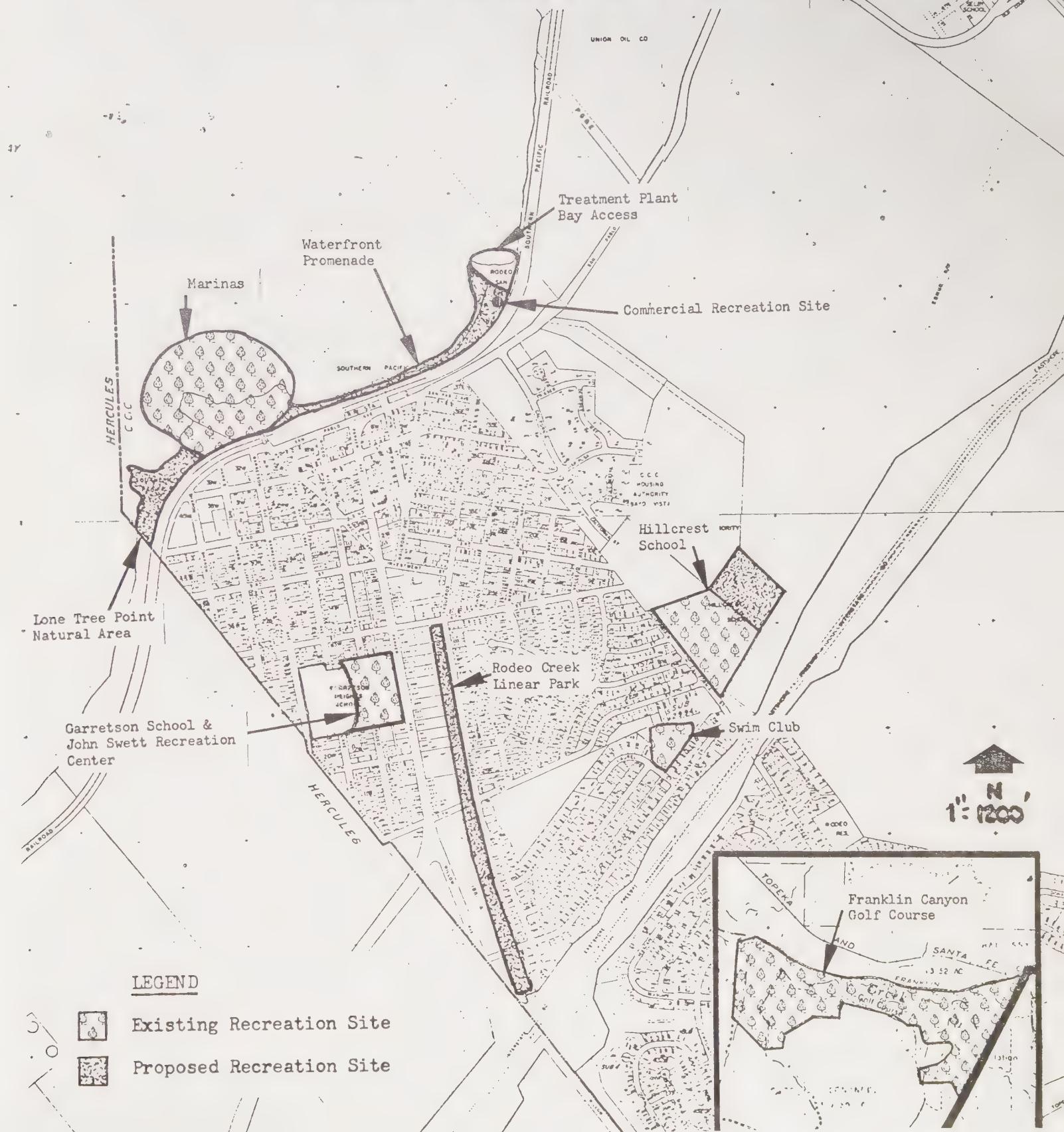
This plan proposes three new recreation sites in Rodeo plus the development of unused land at Hillcrest Elementary School. The plan designates a linear park and trail along the Rodeo Creek channel from Interstate 680 north-northeast to 4th Street. This park would tie into the private open space along the creek in Viewpointe. The park would provide safe and convenient pedestrian and bicycle access to the business districts and allow for passive recreation such as sitting, walking and picnicking. A par course and jogging trail could be incorporated into the park.

A waterfront promenade is indicated on the Recreation plan, Figure 5, running between the railroad overpass to the marinas and the Rodeo sewage treatment plant. This promenade is intended to focus upon one of Rodeo's greatest amenities, San Pablo Bay. Implementation of this concept would provide passive recreation opportunities for walking, picnicking, socializing and contemplation. Other activities such as shoreline fishing, jogging and free play would also be possible. The promenade would provide a link between the proposed commercial recreation site near the sewage treatment plant and the natural area at Lone Tree Point via the existing commercial recreation area at the marina. The Rodeo link in the Martinez-Point Pinole Shoreline Trail would be part of this facility.



# FIGURE 5

## RECREATION PLAN MAP RODEO PLANNING AREA





Lone Tree Point, a state-designated natural area (ID# 071270 BE), has been shown as a recreational site in the General Plan since 1957. This plan continues this practice. The property is privately owned at present, but should eventually come under public control to allow for improved access and use.

An additional planned recreation site, not indicated in Figure 5, is Canada del Cierbo, which is located on the border between the Rodeo and Crockett planning areas. The East Bay Regional Park Master Plan shows the canyon and the surrounding hills as a potential regional park. This plan supports that concept.

### TRAILS MAP

The trails indicated on the Trails Plan Map, Figure 6, are intended to serve both as links in a regional trails system and as convenient routes for nonmotorized travel in Rodeo. Feeder trails to these links should be provided through the subdivision and permit review processes to establish a complete trails network. Two trails of particular note are discussed below.

#### Shoreline Trail

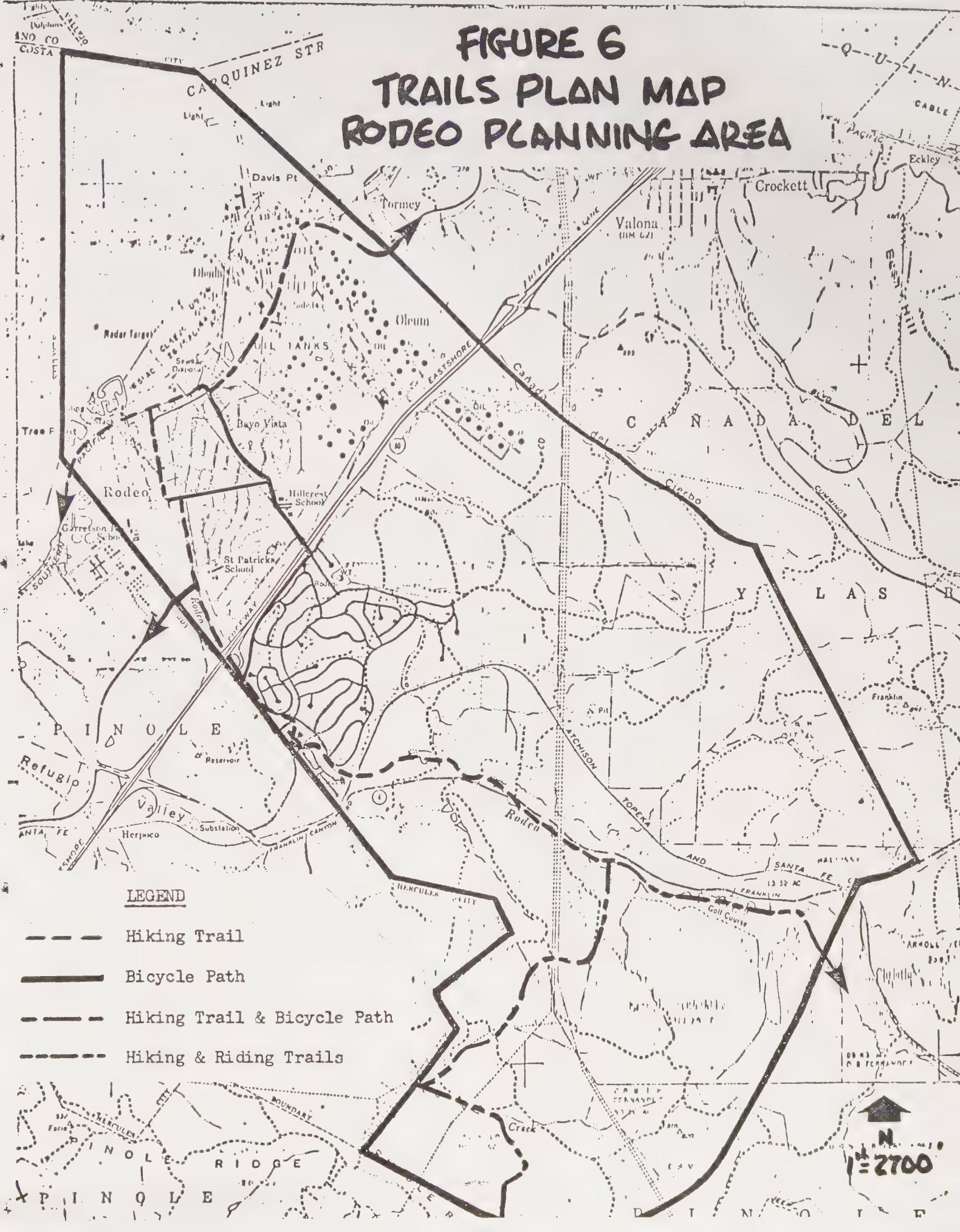
Particular emphasis is placed upon the Rodeo link in the planned regional shoreline trail extending from Martinez to Point Pinole. This plan affirms the policy in the East Bay Regional Parks District Master Plan (1980) that such a trail be implemented. While there is presently dedicated road right-of-way available for the Rodeo portion of this trail, it is preferred that the trail be placed close to the shoreline.

#### Rodeo Creek Trail

The Trails Plan Map shows a trail along Rodeo Creek from the southeastern edge of the planning area to the waterfront downtown. This trail is composed of two different segments. The portion of the Rodeo Creek Trail which runs through the developed portion of Rodeo (Viewpointe and downtown) is intended to serve local circulation needs as well as provide a connecting link in the regional trails system. The trail should be a landscaped corridor, designed to highlight the watercourse in an urban setting. The eastern segment of the Rodeo Creek Trail follows Rodeo Creek east to the edge of the planning area (and continues further to the east to connect with Alhambra Creek). This portion of the trail passes through lands designated as open space in the plan and should take the form of a hiking trail in a natural setting.



# FIGURE 6 TRAILS PLAN MAP RODEO PLANNING AREA





## OPEN SPACE AND CONSERVATION ELEMENT

The Board of Supervisors adopted a combined Open Space and Conservation Element for the county in 1973. Open space and conservation topics which are particularly relevant to the planning area are covered here; otherwise, the reader is referred to the countywide element. Where the two documents differ, this one shall prevail.

State law defines open space as essentially unimproved land used for agriculture, the preservation and continued production of natural resources, outdoor recreation, and public health and safety. No development density or capacity is associated with open space areas. As described in the Land Use Element of this plan, three open space categories are utilized: Parks and Recreation, Agricultural Preserve and General Open Space. Any change in the open space status of land among these three categories is consistent with this plan.

### FRANKLIN CANYON

The majority of open space designated in this plan is located in the Franklin Canyon area and the adjacent hills.

The steep topography and unstable slopes and which characterize the hills limit their fitness for development. Additionally, the County Health Department has declared a septic tank moratorium in the Rodeo Creek watershed. The land is generally most suited for use as range and, with the exception of the golf course, cattle are grazed on it at present.

Open space designations for this area reinforce the countywide goal of agricultural preservation for continued agricultural productivity. The existing pattern in the open space area of relatively large parcels under consolidated ownership is necessary to successful range practices and will be maintained under this plan. The scenic value of the Franklin Canyon area has been asserted by the Rodeo community and is reflected in the scenic route designation for Highway 4 in the Countywide Scenic Routes Element. The hills and ridges along this route are the primary source of the corridor's visual quality and every effort should be made to protect its scenic characteristics.



## NOISE ELEMENT

The Countywide Noise Element adopted by the Board of Supervisors in 1975 gives basic policy guidance for transportation noise problems in the County. In the case of the Rodeo Planning Area, maps in the countywide element depict only noise contours for roads and highways. (That information is reproduced here in Figure 7). Consideration must also be given to railroad and industrial noise problems during the project review process.

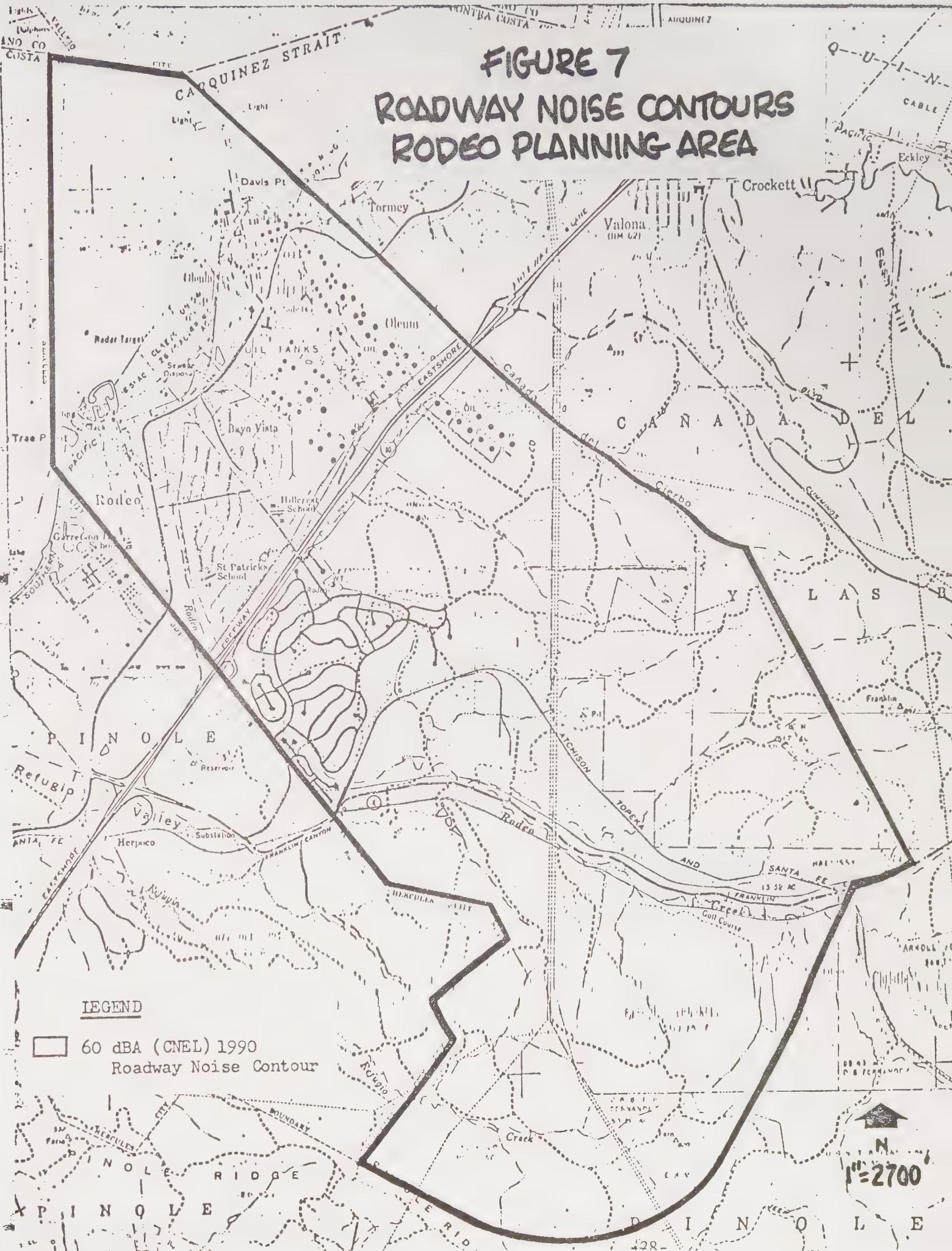
As an aid to determining noise impacts due to train activity, the noise contours shown in Figure 8 were developed. This map is made an addendum to the countywide noise element by this plan.

Under this plan an accoustical study must be performed prior to development of property located on or within the 1990 60dBA CNEL or 60 dBA Ldn noise contours. Noise attenuation measures recommended in the accoustical study shall be incorporated into the project design. Because of noise related impacts, both from transportation sources and from industry, accoustical studies will be required for major new developments and multiple family projects in the Planning Area even those extending beyond the 60 CNEL Noise Contours.



# FIGURE 7

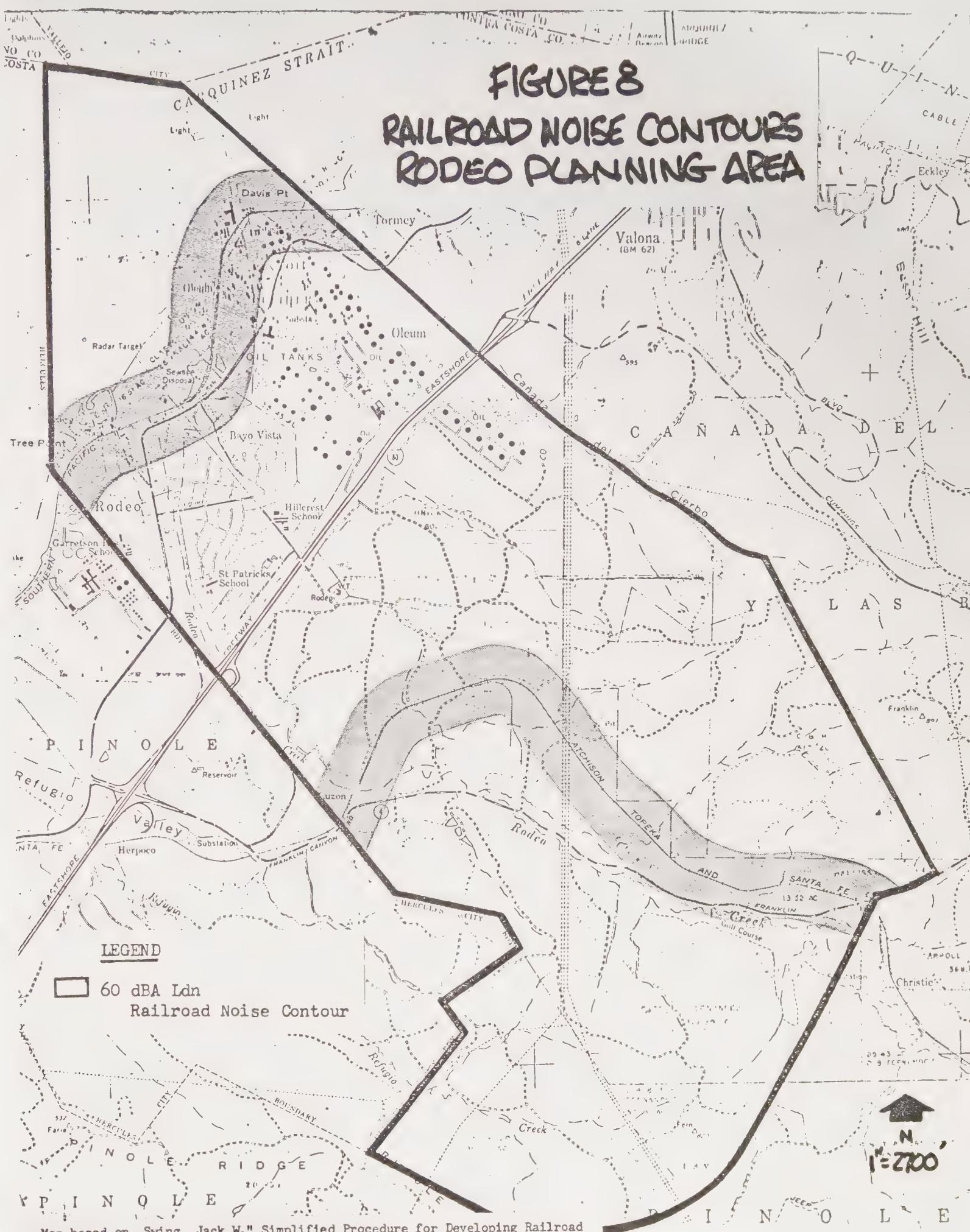
## ROADWAY NOISE CONTOURS RODEO PLANNING AREA





# FIGURE 8

## RAILROAD NOISE CONTOURS RODEO PLANNING AREA



Map based on, Swing, Jack W." Simplified Procedure for Developing Railroad Noise Exposure Contours." Sound and Vibration,



### OTHER GENERAL PLAN ELEMENTS

Of the nine state-mandated General Plan elements, six are addressed in this document. For the remaining three, Scenic Routes, Safety and Seismic Safety, the reader is referred to the elements adopted for the County as a whole. Copies of these documents are available from the County Planning Department.



## IMPLEMENTATION

The map and text of this plan provide the goals and policies that form the framework for planning in Rodeo. The realization of the plan's goals follows from decisions made under the guidance of the plan. While some actions are stated or implied in the text, this section makes explicit certain actions essential to achievement of the plan's goals and objectives.

Zoning - General Plan Conformance: State Law requires that the zoning and General Plan designation for any property be consistent. By County policy, the General plan takes precedence over zoning. In approving this plan, the Planning Commission authorizes the Planning Department to initiate a program of prompt rezoning to achieve compliance.

Mixed Use Zoning Ordinance: Approval of this plan authorizes the Planning Department to develop a Mixed Use Zoning Ordinance for the purpose of implementing the Mixed Use General Plan designation.

Commercial Development: Proposed commercial development should be carefully reviewed for conformance with the policies detailed in the Land Use Element. The accent on the pedestrian orientation of the Old Rodeo commercial area is particularly important; a walking scale for the business district is vital. Site planning for new commercial development must acknowledge and enhance this characteristic.

Parking: Approval of this plan authorizes the Planning and Public Works Departments to investigate solutions to the parking problem, including the feasibility of establishing a parking assessment district to provide for parking in Old Rodeo.

Architectural Specimens: A survey of buildings in the downtown area should be undertaken for the purpose of identifying and designating architecturally representative, unique and historic structures. Preservation or reuse of designated buildings will be encouraged through recognition in this process. The County Planning Department should familiarize property owners with financial incentives for preservation.

Waterfront Commercial Recreation: Implementation of the plan policies and concepts for the Waterfront cannot be expected immediately. When the climate is right for development of this area an in-depth evaluation of the Waterfront will be necessary, either through the specific plan process or by a waterfront development plan and implementation program.

Parks: This plan recommends the establishment of three new parks in the planning area. The Board of Supervisors should pursue all available measures to accomplish park acquisition and development in Rodeo. The East Bay Regional Park District and the John Swett School District are encouraged to join in this effort.

Trails: The County shall require the dedication of trails easements on private lands through the permit review process; however, opportunities for this action appear limited in some cases because the designated trails lie on private land designated as Open Space in the plan. Implementation of these trails will depend to a large extent on the cooperation of landowners. The Planning Department is authorized to investigate



incentives for the dedication of trail easements on private lands and implement those judged to be feasible.

In addition to the actions outlined above, decisions and actions by the Board of Supervisors, Planning Commission and Zoning Administrator must be undertaken in the context of this General Plan. These incremental decisions can then cumulatively result in the achievement of the goals and objectives of this plan.

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